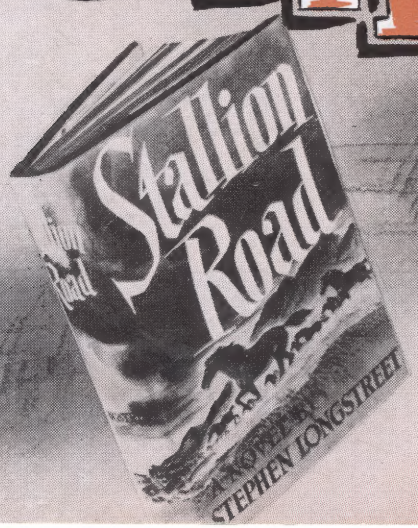
RONALD REAGAN

ALEXIS SMITH

ZACHARY SCOTT

"STALLION ROAD"



WARNER PRESSBOOK

ESSENTIAL INFORMATION

This is THE STORY (*Not for Publication*)

Arriving on Stallion Road ranch in California, Stephen Purcell (Zachary Scott), a novelist, is greeted by his friend, veterinarian Larry Hanrahan (Ronald Reagan). During a heavy storm that night, which destroys all the phone wires in the vicinity, nine-year-old Chris Teller (Patti Brady) arrives at Stallion Road to ask Larry's help in treating Sultan's Pride, a sick horse at the Teller Ranch across the valley.

Larry and Steve drive Chris back to the Teller Ranch where they meet, and are attracted to Chris' older sister, Rory (Alexis Smith), who hopes to ride Sultan's Pride to victory in the Madre Range Show.

A few days later Steve professes his interest in Rory, but she is more attracted to Larry. However, Rory's love is shaken by jealousy when she discovers that Daisy Otis (Peggy Knudsen), attractive wife of Ben Otis (Lloyd Corrigan), is going to ride Larry's horse against her in the horse show.

At the show, Rory triumphs over Daisy in a jumping race and Sultan's Pride is named the best horse on the Range. Shortly thereafter, the mare becomes ill and Rory phones Larry for help. He is innoculating the Otis' cattle against anthrax, and Larry explains that it's more important to stop the spread of this contagious disease than to take time out to treat one horse. The horse dies through lack of professional attention.

Back at the Teller's Ranch, Rory tells Steve that Larry is no good for her and that she now prefers Steve. Announcing that he is hopelessly in love, Steve confesses his feeling and goes to Larry to tell him he is planning to marry Rory.

Before Larry can perfect an anti-anthrax serum, an epidemic sweeps the range. Larry resists the pleas of his neighbors to use his serum, claiming that it is not yet perfected. When Rory adds her plea, Larry decides to use the serum as a last resort.

While injecting the diseased horses, Larry develops a high fever and is himself diagnosed as a victim of anthrax.

Having watched Rory's reaction to Larry's illness, Steve realizes that she is still in love with Larry and announces that he is bowing out of the triangle. Larry, completely recovered due to Rory's daring, works out their problems together with her on the Range while Steve departs with material for his new book, "Stallion Road."

This is THE CAST

Larry Hanrahan	RONALD REAGAN
Rory Teller	ALEXIS SMITH
Stephen Purcell	ZACHARY SCOTT
Daisy Otis	Peggy Knudsen
Chris Teller	Patti Brady
Dr. Stephens	Harry Davenport
Lana Rock	Angela Greene
Pelon	Frank Puglia
Richmond Mallard	Ralph Byrd
Ben Otis	Lloyd Corrigan
Chico	Fernando Alvarado
Joe Beasley	Matthew Boulton

This is THE PRODUCTION STAFF

Produced by Alex Gottlieb. Directed by James V. Kern. Novel and Screen Play by Stephen Longstreet. Photographed by Arthur Edson, A.S.C., Art Director, Stanley Fleischer. Film Editor, David Weisbart. Sound by Stanley Jones. Dialogue Director, Bretaigne Windust. Set Decorations by Clarence Steensen, Special Effects by Roy Davidson. Director, Williard VanEnger, A.S.C. Montages by James Leicester. Wardrobe by Milo Anderson and Leah Rhodes. Makeup Artist, Perc Westmore. Music by Frederick Hollander. Orchestral Arrangements by Leonid Raab. Musical Director, Leo F. Forbstein. Assistant Director, Dick Mayberry. Produced with the Cooperation of the American Humane Association.

RUNNING TIME: 97 mins.

Country of Origin U.S.A. Copyright 1947 Warner Bros. Pictures Distributing Corporation

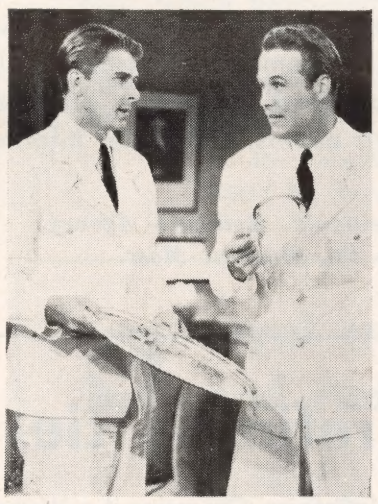
2

EXPLOITATION

Welcome Ronald Reagan Back In a Big Way

Let everybody know Ronald Reagan's back (this is his first film since his return from the service) by using these scene stills from his past film hits (available as a set of 4 8x10's) for a Name-The-Film newspaper contest or feature, or display.

ORDER Ronald Reagan Still Set No. 664 from Warner Bros.' Campaign Plan Editor, 321 W. 44th St., New York 18, N.Y.



1) In this military school comedy Reagan was a popular undergraduate who excelled in athletics.

2) In this drama of a small town, Reagan lost a leg because of a ruthless surgeon.

3) In this football drama, Reagan was the first great "discovery" of a famous coach.

4) In this drama, Reagan was the West Point classmate of a man later famous in American history.

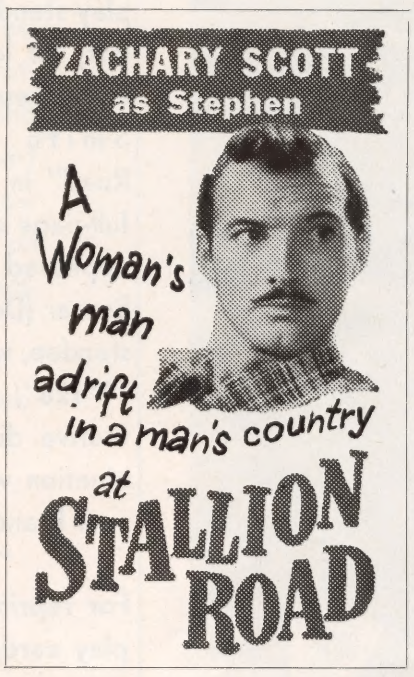
ANSWERS: 1) "Brother Rat"; 2) "Kings Row"; 3) "Knute Rockne"; 4) "Santa Fe Trail."

Horse-Sense Quiz

The questions below serve as the basis for a "How-Much-Horse-Sense-Have-You?" Quiz for newspaper or lobby giveaway. Award "Stallion Road" guest seats to limited number of winners.

Q: Name any 2 color types in the "roan horse" family.	A: red, strawberry or blue
Q: How is a horse's size measured?	A: by the number of "hands" to his shoulder
Q: What is a "stallion"?	A: a male horse usually raised for breeding
Q: How many gaits has the average horse?	A: 4 (walk, trot, canter and gallop); a 5th, the "rack," is rare
Q: What is a "pinto"?	A: a small western horse, usually distinguished by his black-and-white or brown-and-white coloring

Teasers Pack Dramatic Wallop



ORDER: Teaser Mat No: 664-301-X from Warner Bros.' Campaign Plan Editor, 321 W. 44th St., New York 18, N. Y.

6 national

1 velva pearls ad campaign

Here is the full-page Velva Pearls ad featuring Alexis Smith and crediting "Stallion Road," which appeared in the December issue of Harper's Bazaar. This is the first in a series of similar ads, designed to promote Warner stars and pictures, which Velva Pearls has scheduled for early issues of top national fashion magazines, among them: Vogue, Mademoiselle, Glamour, Charm, etc. Limited number of "Stallion Road" ad proofs are available for local tie-in with Velva Pearls outlets. For dealer information and additional proofs, contact:

Mr. Harold Reingold, Reingold Agency,
10 State St., Boston, Mass.

2 sinclair refining tie-up

IMPORTANT! Sinclair Refining Co. makes it a Warner year! As we go to press, plans are under way for a national advertising campaign on a truly impressive scale. For 8 consecutive months 8 different full-page Sinclair ads featuring Warner stars and pictures are scheduled to appear in 5 top national magazines. The campaign leads off with a full-page ad starring Alexis Smith and crediting "Stallion Road" in Life (May 5), Liberty (May 10), Collier's (May 17), Saturday Evening Post (May 24), and This Week (May 24). Watch for the magazines and arrange local displays combining the ad and branch set stills. For additional ad proofs, write to:

Mr. James Pepper, Hixson-O'Donnell Agency,
350 Fifth Ave., New York, N. Y.

3 wald's ad and window card

The L. Wald Co. makes available the handsome counter and window display standee (illustrated, left) for local tie-in and also presents Alexis Smith and "Stallion Road" in the attractive full-page ad (right) which appeared in Harper's Bazaar (Dec issue). The standee, which measures 19"x28", makes an effective display in combination with stills from your branch set.

For reprints of the ad, available in limited quantity, and for window display cards, write direct to:

Mr. Sander Shapiro, Meyer-Both Agency,
Michigan & 20th St., Chicago, Ill.

promotions

5 caspar davis promotion

Illustrated (left) is one of the series of Caspar Davis full-page ads designed to tie-in Warner stars and films, with schedules including at least one leading high fashion national magagine monthly. The full-page ad reproduced here, which prominently credits Alexis Smith and "Stallion Road," appears in the April issue of Vogue. For local dealer and display aids information (including additional ad proofs), write direct to:

Mr. Jere Bayard, Bayard Agency,
2504 W. Seventh St., Los Angeles, Cal.

4 hollywood photo flashes

Ronald Reagan's fans will cheer once more for he will be seen on local screens shortly. After an extensive war service Ronnie will be seen in "King's Row" being released again by Warner Bros. This photo is a location shot from "Stallion Road", his first picture for Warners since his release from the army.

[DEALER'S IMPRINT HERE]

This Hollywood Photo Flashes poster (actual size is 12"x18"), featuring "Stallion Road" and Ronald Reagan, is part of a nationwide window display service sold on a weekly, exclusive product-territory basis.

For names of local subscribers, write to:

Lee Howard
Advertising Co., Inc.,
150 Broadway,
New York 7, N. Y.

6 royal crown cola's ad and radio campaign

This half-page Royal Crown Cola ad starring Alexis Smith and "Stallion Road" is scheduled to appear in the May issues of Photoplay, Motion Picture and Movie Story. In addition, Royal Crown's nationwide radio campaign, consisting of 1-minute chain breaks, will be aired over 350 stations across the country from April through May.

For names of local dealers write direct to:

Advertising Dep't, Nehi Corporation,
Columbus, Ga.

FREE!!!

2 RADIO TRANSCRIPTIONS

(BOTH ON ONE RECORD)

IMPORTANT: Your request must be accompanied by the following information: name of theatre; station on which recordings will be aired; station from which you ordinarily purchase time; how many times Announcement and Break will be used. If recordings are requested on behalf of a circuit, indicate the theatres to be covered by these recordings.

HOW TO GET YOURS:

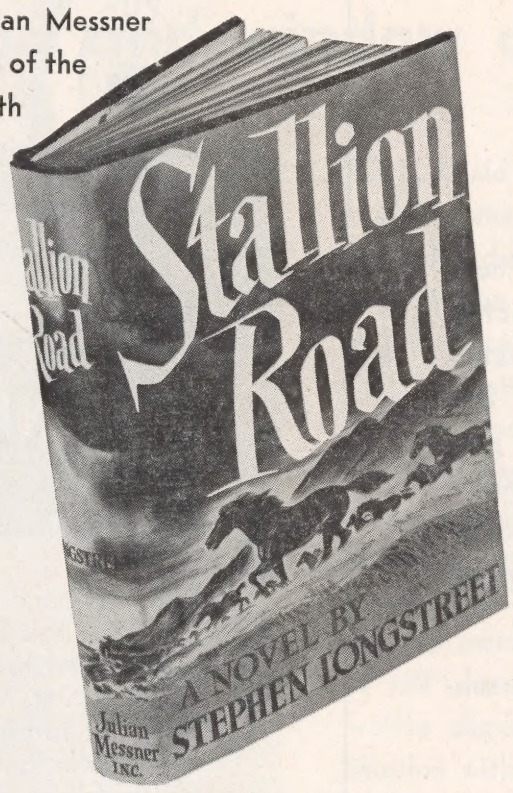
write to your local **WARNER EXCHANGE.**

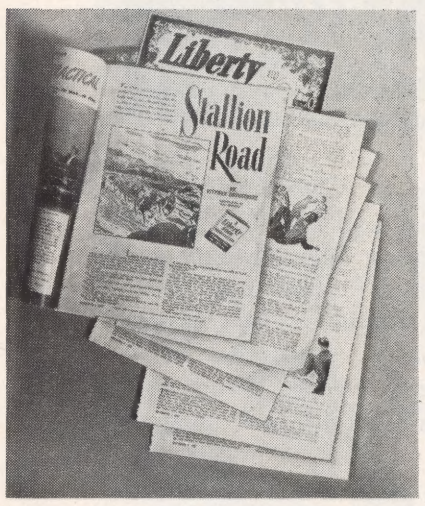
One 45-second Spot Announcement and one novel 10-second Station Break, each allowing time for live announcement of theatre and date.

Still Blow-ups Tell 'Em It's A Great Story

For a 2-way lobby and/or book outlet tie-in, set up a book-into-film display with the Julian Messner published book (right) and a blow-up of the Liberty condensation, below, both available as 8x10's.

The Book





The Liberty Condensation

ORDER: Book Still No. 664-Pub. A-64 and Liberty Still No. 664-Pub. A-65 from Warner Bros.' Campaign Plan Editor, 321 W. 44th St., New York 18, N.Y.

and also

FREE!!!

A 5-Minute transcription of a Hollywood Interview with Alexis Smith, with many plugs for "Stallion Road".

WRITE TO:
Warner Bros.' Campaign Plan Editor
321 West 44th Street
New York 18, N. Y.

IMPORTANT! Your request must be accompanied by name of radio station and program on which this transcription will be used.

ADVERTISING

EVERY THUNDERING MOMENT IS ON THE SCREEN!

Here's the towering story of men mighty as the stallions they breed! Here's the defiant love that found shelter in the shadows of Stallion Road!

DIRECTED BY
JAMES V. KERN

NOVEL AND SCREEN PLAY BY STEPHEN LONGSTREET

Mat 402—4 columns x 12½ inches (684 lines)

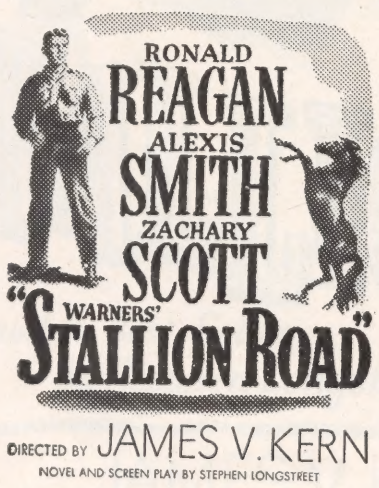
DIRECTED BY JAMES V. KERN • NOVEL AND SCREEN PLAY BY STEPHEN LONGSTREET

Mat 305—3 columns x 15 inches (621 lines)

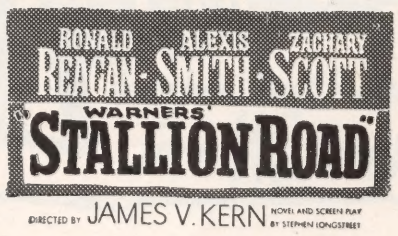
Mat 304—3 columns x 10 inches (420 lines)

Mat 302—3 columns x 8¾ inches (372 lines)

2 ADS ON ONE MAT



Mat 101



Mat 303—3 columns x 9¼ inches (390 lines)

Mat 202—2 columns x 2½ inches (70 lines)

Mat 301—3 columns x 6¼ inches (261 lines)

Mat 203—2 columns x 5 inches (136 lines)

Mat 401—4 columns x 8¼ inches (460 lines)

Mat 207—2 columns x 12¼ inches (340 lines)

Mat 104
1 column x 7¾ inches
(108 lines)

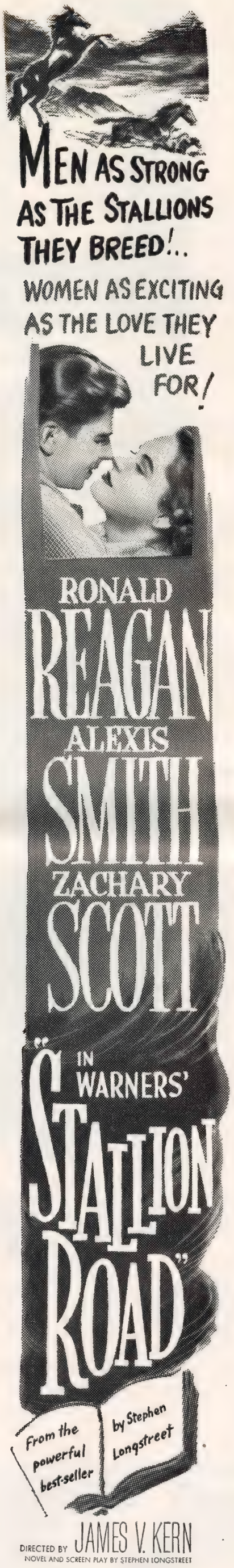
Mat 201—2 columns x 1½ inches (38 lines)

Mat 206—2 columns x 10 inches (278 lines)

Mat 102
1 column x 4½ inches
(64 lines)

Mat 103
1 column x 6 inches
(85 lines)

Mat 204—2 columns x 6¼ inches (176 lines)



Mat 106
1 column x 14¼ inches
(200 lines)

LATEST VITAPHONE HITS

"REMEMBER WHEN" . . . the old minstrel show against a background of a music hall of the gay nineties comes back to the screen in a two-reeler that is first rate entertainment.
3106 . . . Featurette "Classic Of The Screen"—20 mins.

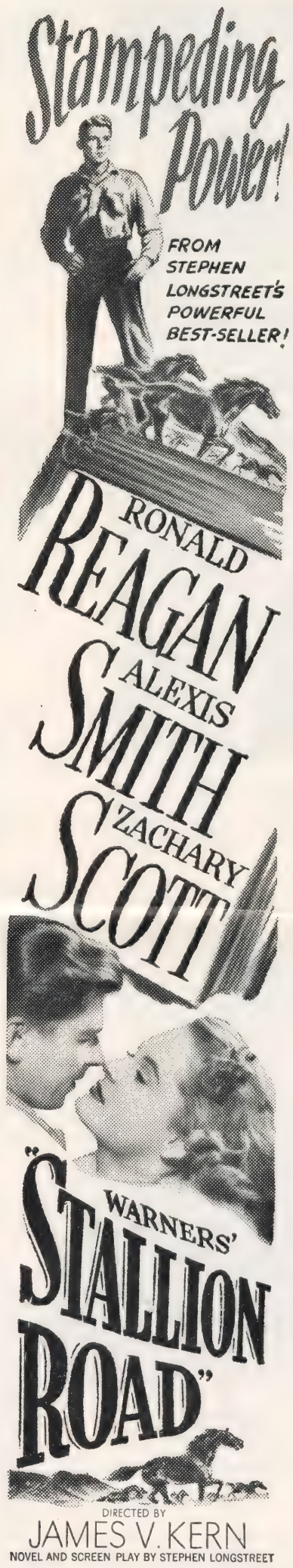
"HARE GROWS IN MANHATTAN" . . . a fast and clever Bugs Bunny cartoon. A thoroughly entertaining Technicolor cartoon gem that hits the laugh mark from all angles.
2726 . . . Bugs Bunny Special—7 mins.

"ARROW MAGIC" . . . entertainment magic. Ande Vale, the only archer today using live targets, performs some amazing feats with his bow and arrow.
3506 . . . Sports Parade in Technicolor—10 mins.

"VAUDEVILLE REVUE" . . . a knockout reel presenting the great stars of yesteryear.
3605 . . . Melody Master Band—10 mins.

"KINGDOM OF THE WILD" . . . great adventure story of America's National Forests. The story of America's wild-life in the primitive and beautiful kingdom of the wild is dramatically told in this short.
3803 . . . Technicolor Adventure Special—10 mins.

Mat 205—2 columns x 6 5/8 inches (186 lines)



Mat 105
1 column x 10¾ inches
(150 lines)

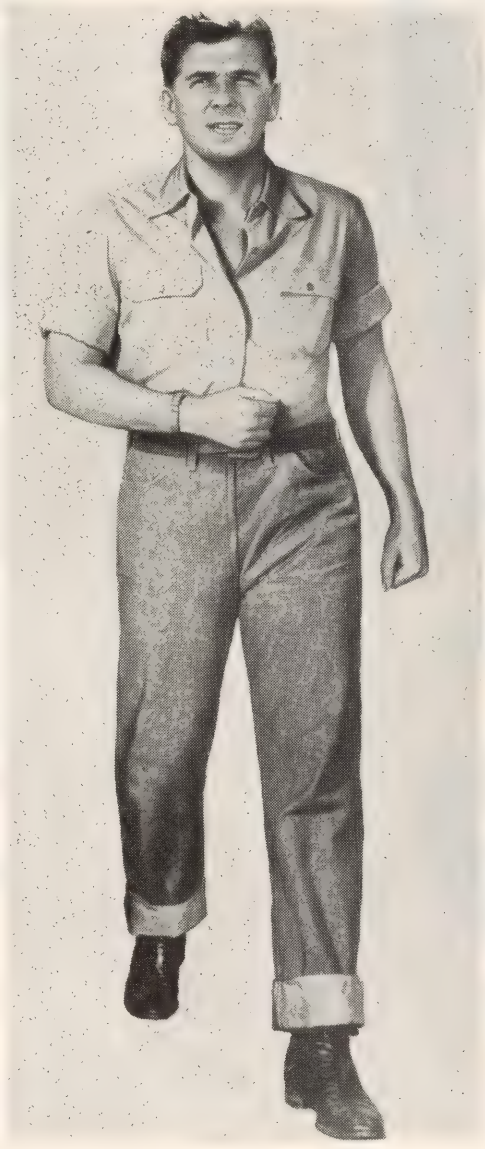
OFFICIAL BILLING

WARNER BROS.	50%
Pictures, Inc., Presents	5%
RONALD REAGAN	100%
ALEXIS SMITH	100%
ZACHARY SCOTT	100%
in	
"STALLION ROAD"	100%
* * *	
Novel and Screen Play by Stephen Longstreet	3%
* * *	
Directed by James V. Kern	25%
* * *	
A Warner Bros.-First National Picture	5%

RETOUCHED ART USED IN THIS CAMPAIGN AVAILABLE AS 8" x 10" STILLS

Order Stills by Number from Warner Bros. Campaign Plan Editor, 321 West 44th St., New York 18, N. Y.

664—ART "B"



664—ART "A"

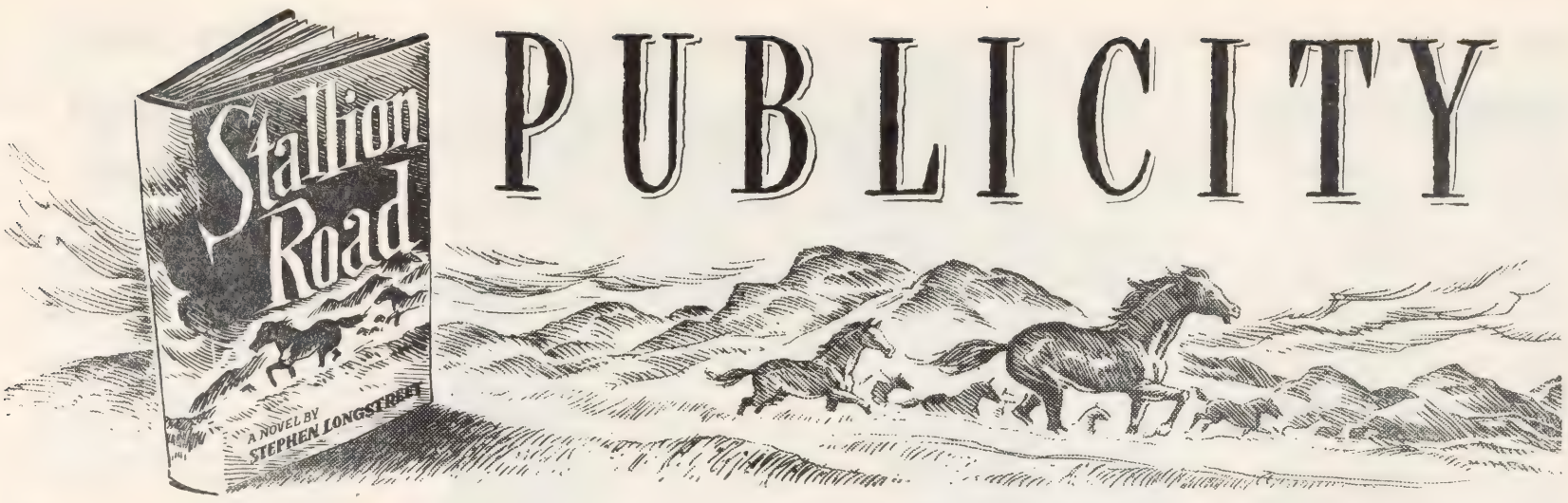
664—ART "E"

664—ART "D"

664—ART "C"

664—ART "F"

664—ART "G"



PUBLICITY

Dramatic Love Story of Ranch Life At Strand

(*Prepared Review*)

Warner Bros.' "Stallion Road," a dramatic story of horse breeders and ranch life, opened at the Strand Theatre last night. The film, which co-stars Ronald Reagan,

Still No. 664-533

RONALD REAGAN AND ALEXIS SMITH SHARE star billing with Zachary Scott in Warners' new drama, "Stallion Road," coming to the Strand Theatre on Friday.

MAT NO. 2D

Alexis Smith and Zachary Scott also features an excellent cast of supporting players including Peggy Knudsen, Patti Brady and Angela Greene. The screenplay, based on Stephen Longstreet's best selling novel has been adapted into a love story of great warmth.

The story tells of the horse breeders who raise their blooded mounts on the slopes of California's Madre range, and of a romantic triangle that set the range breeders buzzing with gossip.

Larry Hanrahan (Ronald Reagan), the best veterinarian on the range, owns Stallion Road ranch, where he breeds horses. He invites his old friend, Steve Purcell (Zachary Scott), a famous novelist to vacation at his ranch. When Larry and Steve pay a visit to the Teller ranch, they both are attracted to Rory (Alexis Smith).

Steve declares his interest in Rory, but she has fallen in love with Larry. Her love, however, is shaken with jealousy when she discovers that Daisy Otis (Peggy Knudsen) attractive wife of the town banker, is going to ride Larry's horse in the Range show. Rory's horse, after winning the jumping race becomes ill and Rory phones Larry for help. Larry, who is innoculating the Otis' cattle against anthrax, explains that it's more important to stop the spread of the disease than to take time out to treat one horse, and the horse dies.

Rory feeling that Larry has let her down accepts Steve's proposal. Larry continues working on his anti-anthrax serum, but before he can perfect it, an epidemic breaks out and he himself becomes a victim. While watching Rory's reaction to Larry's illness, Steve realizes the mistake he almost made, as the film reaches a heartwarming climax.

The wonderful entertainment in "Stallion Road," is due to a fine script by Longstreet, the fine acting of the members of the cast and the exacting direction of James V. Kern.

As Larry, the horse breeder vet, Ronald Reagan is excellent in his first role since his return from the service. Alexis Smith as Rory is equally excellent, and Zachary Scott, who completes the romantic triangle, is fine in his first sympathetic role since his entrance into films.

The other members of the cast, including Peggy Knudsen, Patti Brady and Angela Greene add to the general excellence of the film with realistic portrayals.

The film was produced by Alex Gottlieb with the cooperation of the American Humane Association, and photographed by Arthur Edson, A.S.C.

It's Nice 'Work'— If You Can Get It

Ronald Reagan, co-starred with Alexis Smith and Zachary Scott in Warners' "Stallion Road," now at the Strand Theatre, spent six days relaxing in bed—and was paid for his "work."

The Warner Bros. star was acting in scenes for "Stallion Road," and the action in the script called for him to be bedded with a severe case of anthrax. So while co-star Alexis Smith and Harry Davenport in the role of a doctor administered to his slightest wish, Reagan dozed through most of the day's work as the camera ground away and the pay checks piled up for him.

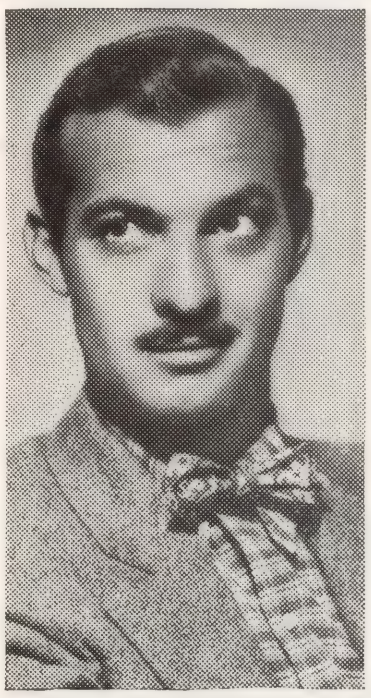
'Stallion Road' Coming To Strand Theatre On Friday

(*Advance Reader*)

Ronald Reagan is co-starred with Alexis Smith and Zachary Scott in Warners' "Stallion Road," which opens at the Strand Theatre on Friday. The supporting cast includes Peggy Knudsen, Patti Brady and Angela Greene.

Adapted into a screenplay by Stephen Longstreet from his novel, the film was directed by James V. Kern, produced by Alex Gottlieb with the cooperation of the American Humane Association, and Arthur Edson, A.S.C. photographed.

IN 'GOODIE' ROLE



Still No. ZS 17

ZACHARY SCOTT, CO-STARRED with Ronald Reagan and Alexis Smith in Warners' "Stallion Road," coming to the Strand Theatre on Friday, plays a sympathetic role after several villainous portrayals, in this story of ranch life in California.

MAT NO. 1F

'Stallion Road' Arriving At the Strand On Friday

(*Advance Theatre Story*)

"Stallion Road," co-starring Ronald Reagan, Alexis Smith and Zachary Scott, is the new Warner film scheduled to begin an engagement at the Strand Theatre this Friday. The picture, based on Stephen Longstreet's best selling novel of horse breeding in California, tells a heartwarming story of people who love horses, and of a triangle that almost ruined the lives of the three people concerned.

Ronald Reagan
Mat No. 1B

The film presents Ronald Reagan in his return to the screen, as veterinarian Larry Hanrahan, who owns Stallion Road ranch, where he raises thoroughbred jumping horses. When his old friend, Steve Purcell (Zachary Scott) vacations at the ranch, between writing novels, they meet and are attracted to Rory Teller (Alexis Smith), of the Teller ranch.

After several meetings, Steve tells Rory that he has fallen in love with her, but Rory is more attracted to Larry. However, when she finds out that Daisy Otis (Peggy Knudsen) a fluffy lady with a roving eye on Larry, is going to ride his horse in the Range show in competition with her, she becomes furious.

Larry discovers anthrax among the Otis cattle and begins the long process of innoculating them. He refuses to attend to Rory's dying mare, whose life he might have saved, in order to continue his innoculations, and Rory misunderstands. She accepts Steve's marriage offer, but when Larry becomes infected with anthrax himself, Steve, seeing Rory's reaction to his illness realizes what he was afraid was true just as film reaches a sparkling denouement.

The film was directed by James V. Kern, produced by Alex Gottlieb with the cooperation of the American Humane Association, and photographed by Arthur Edson, A.S.C.

Author Longstreet Exhibits Paintings

Stephen Longstreet, author of "Stallion Road," the new Warner Bros. film co-starring Ronald Reagan, Alexis Smith and Zachary Scott, coming to the Strand Theatre on Friday, began his career as a cartoonist and has kept up his art techniques. He recently had a one man show of more than 150 of his oil and watercolor paintings in the Wepplo Galleries in Hollywood.

Trio Co-Starred In 'Stallion Road' Now At Strand Theatre

(Current Theatre Story)

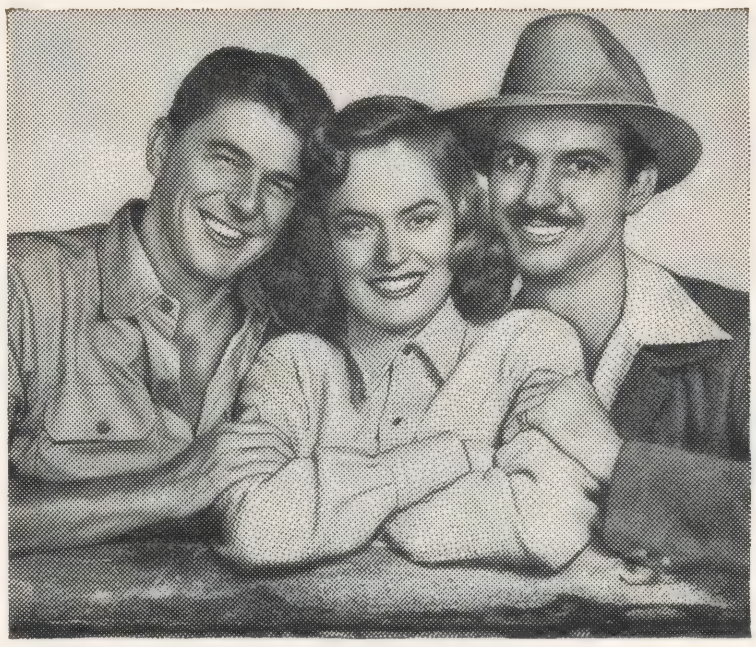
Warners' "Stallion Road," the current screen attraction at the Strand Theatre is a dramatic love story, co-starring Ronald Reagan, Alexis Smith and Zachary Scott. The film tells the story of two different kind of men who fall in love with the same girl, a girl who is battling to survive in a man's business.

Veterinarian Larry Hanrahan (Ronald Reagan) raises thoroughbred jumping horses at Stallion Road ranch. His old friend, famous novelist Stephen Purcell (Zachary Scott) visits him and when they both go to the Teller ranch on an emergency call, they are attracted to beautiful Rory Teller (Alexis Smith).

After seeing Rory on several occasions, Steve professes his love for her, but she rejects him, since she's more attracted to Larry. However, when Rory finds out that Daisy Otis (Peggy Knudsen) pretty wife of the town banker, is going to ride Larry's jumper in the horse show against her, she becomes exceedingly jealous. When Larry refuses to stop innoculating the Otis' anthrax-infected cattle in order to save the life of Rory's prize mare, she misunderstands Larry and accepts Steve's marriage proposal. Larry continues working on the anti-anthrax serum, and becomes infected with the disease after it breaks out all over the range.

When Steve sees Rory's reaction to Larry's illness he realizes what he must do to prove his love for Rory, as the film reaches a buoyant climax.

Produced by Alex Gottlieb who had the cooperation of the American Humane Association, "Stallion Road" has a number of fine supporting players including Peggy Knudsen, Patti Brady and Angela Greene. The film was directed by James V. Kern, photographed by Arthur Edson, A.S.C. and Leo F. Forbstein was the musical director.



Still No. 664-524

RONALD REAGAN, ALEXIS SMITH AND ZACHARY SCOTT ARE CO-STARRED in Warners' "Stallion Road," a love story of ranch life, currently at the Strand Theatre.

MAT NO. 2A

Zachary Scott Is No Longer A Run-Down Heel

Zachary Scott who is co-starred with Ronald Reagan and Alexis Smith in Warner Bros.' "Stallion Road," now at the Strand, says he's no longer a run down heel—now he's a well heeled hero.

"And it's a welcome change," added the Warner Bros.' star. "I haven't had much chance to try this hero stuff. 'The Southerner' was the only picture I made where the hisses were absent. In my first film, 'Mask of Dimitrios,' I was a continental heel. It paid off so far as my career was concerned, but my reward in the picture was a couple of well placed bullets.

"In 'Mildred Pierce'," continued the actor, "I was a blue blooded heel when the blue in my blood turned to chopped ice after another pellet of lead. In 'Danger Signal,' I was a psychopathic scoundrel and ended up face down in the ocean. In 'Her Kind of Man' I was a gambler with heely intentions.

"In fact, such roles are now so familiar the audience begins to hiss before I have time to put over a well-placed leer. Recently two bobby soxers were eating in the car next to mine in a drive-in. When they noticed me they left their lunch and backed out of the drive-in screaming, 'There's the man that just killed Faye Emerson!'

"I felt terrible. I went right to my boss at Warners and said, 'Look I want a part in a picture in which I don't kill anything, not even a flea. In fact I'll play a flea trainer. Maybe that'll get me some sympathy. Why, when I go home now, my little girl even frisks men for a gun!

"But the part in 'Stallion Road,' is a nice author, humane, tolerant—and at last, a hero. The picture is all about horse breeding, and the only thing I object to is that I didn't do much riding in the picture. You see I was born in the land of the cowboys, in Texas."

New Entry Coming To Strand Tonight Is 'Stallion Road'

(Opening Day Reader)

"Stallion Road," a Warner Bros.' love story based on Stephen Longstreet's best selling novel, is the new film scheduled to open tonight at the Strand Theatre. Co-starring Ronald Reagan, Alexis Smith and Zachary Scott, the featured players include Peggy Knudsen, Patti Brady, Harry Davenport and Angela Greene in important roles.

Produced by Alex Gottlieb, "Stallion Road" was directed by James V. Kern and photographed by Arthur Edson, A.S.C. The film was produced with the cooperation of the American Humane Association.

Alexis Smith Saves Child Actress From Bolting Off Horse

Alexis Smith was a real-life heroine when she stopped a bolting horse on which 8-year-old Patti Brady was riding.

Alexis Smith
Mat No. 1A

On location at Hidden Valley, the two actresses were about to ride into a scene when a civilian airplane dove for a better look.

The noise of the plane frightened the little mare Patti was riding, and it began galloping down the ranch road.

Miss Smith, who is co-starred with Ronald Reagan and Zachary Scott in Warners' "Stallion Road," coming to the Strand Theatre on Friday, raced after the mare, caught the bridle and brought the horse to a stop just as Patti was about to bounce out of the saddle.

Still No. R. R. 162

IN HIS FIRST POST-WAR FILM, RONALD REAGAN is co-starred with Alexis Smith and Zachary Scott in Warners' "Stallion Road," coming to the Strand Theatre on Friday.

MAT NO. 2E

This Behind-the-Scene Picture Of The Stars At Work Is Good Medicine For Weekend Supplements Or Amusement Pages

Ronald Reagan Spent Time Perfecting Serum

Ronald Reagan sat amidst bubbling chemical flasks, bunsen burners and test tubes for a scene in the new Warner Bros. film, "Stallion Road," in which he is co-starred with Alexis Smith and Zachary Scott, now at the Strand Theatre.

He wore rubber gloves, a white smock and a worried expression as he tried to perfect a serum. When completed, the formula would make horses and cattle immune from the dreaded animal disease, anthrax.

In the corner of the laboratory was a freezing unit. Bottles containing colored liquid were stacked in the contraption. Along one side of the wall were cages in which rabbits, guinea pigs and white rats waited to be tested. In the stables adjoining the lab, six horses munched lazily on hay and watched the experiment with bored disinterest.

As the camera rolled Zachary Scott, who portrays a novelist vacationing at Reagan's ranch, walked into the set. He picked up one of the test tubes containing a reddish colored liquid.

"This is pretty. You color it yourself?" he asked.

"Go ahead," replied Regan, "make fun. They made fun of Pasteur too, you know."

"But Pasteur was trying to cure people," flipped Scott.

Reagan prepared a glass slide for inspection under the microscope.

"Every time a scientist looks into one of those things," continued Scott indicating the microscope, "civilization moves back a thousand years."

Reagan ignored Scott's remarks and continued his experiment. Director James V. Kern called "cut" and the scene was pronounced perfect.

Scott turned to his co-actor who was still hunched in the same position over the microscope.

"Come on, Ronnie," he called, "leave those poor little bugs alone and let's finish our gin rummy game."

Reagan looked up at Scott and laughed, "Listen, I figure on perfecting this serum and selling it to the Owl Drug Store. Then you'll be sorry."

This Human Interest Story Will Be Of Interest To All Of Those Readers Who Ride, And For That Matter For All Of Those Who Have Thought Of Riding; Angle it At Woman's Pages And/Or Supplements

Alexis Smith Ached From Acting Equestrienne Role

"Acting was never like this!" muttered Alexis Smith as she strolled to her set chair to think things over.

The tall blond was togged out in a pair of tight-fitting jodhpurs and polished boots. She'd just finished a scene for the new Warner Bros. film "Stallion Road," in which she is co-starred with Ronald Reagan and Zachary Scott, now at the Strand Theatre. Alexis portrays a young ranch owner who can ride anything with four legs, a tail and a mane. It says so in the script. But in real life, Alexis had only ridden on merry-go-round horses until a week before the production started.

"I never realized there was so much to riding a horse," sighed Alexis as she cautiously sank into the chair. "It looks so easy—you just sit there and hold on. At least, that's what I thought, once. But I've found out it's not only important to stay on the horse, but to stay on it and ride correctly. When I was in front of the camera I forgot all about my lines, camera angles and anything else. All I thought of was knees in, hands down, head up, elbows in and heels down. When I'd gone through my inventory the scene was finished.

"Acting can get you in peculiar spots," she concluded as she rose painfully from her chair, "and you can guess in which spot this role has got me! I do most of my eating from a standing position. Chairs just aren't soft enough for me now!"

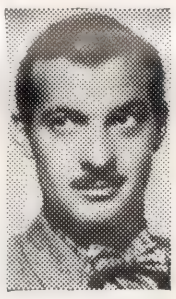
Still No. LEX 1018

BEAUTIFUL AND TALENTED ALEXIS SMITH, co-starred with Ronald Reagan and Zachary Scott in Warners' "Stallion Road," now at the Strand Theatre, is playing her first outdoor girl role in movies.

MAT NO. 2C

2 Male Stars Trade Film Fisticuffs With 5 Ex-Champ Boxers

Zachary Scott and Ronald Reagan combined their power to battle their way out of a bad spot in their current Warner Bros. film "Stallion Road," in which they share star billing with Alexis Smith at the Strand Theatre.



Zachary Scott

Mat No. 1C

Portraying buddies in the script, they get embroiled in a free-for-all in a night-club sequence, and fighting side by side take on six thugs for the battle royal.

The fight starts when the night club owner, swings on Reagan and cuts his mouth. Scott throws a punch at Byrd who retaliates and sends the star spinning against the bar. Just as the bartender raises a bottle to put Scott out of the battle the actor sees him and connects with a haymaker which sends the bartender through a mirror behind him in a shower of broken glass.

Jiu Jitsu Trick

As Scott takes a breather another bartender jumps on top of the bar and tries to kick Reagan in the face. Reagan grabs his foot and with a neat jiu jitsu trick flips him on a table which crashes into a heap of splinters.

With two men down, and four more closing in for the kill, the stars brace themselves against the bar and take out the first two with simultaneous kicks, sending the thugs sprawling to the floor. As the second couple approach Reagan and Scott grab chairs and toss them at the onrushing pair.

Finally director James V. Kern called "Cut." The tired, winded actors dropped into chairs. Only then did Kern reveal that he had hired five ex-champion boxers to trade blows with Scott and Reagan.

"If you fellows knew the competition you were up against you never would have been able to put up as good a show as you did," smiled Kern, "but please don't get any ideas about asking for Joe Louis the next time!"

Warner Bros. Cameraman Shot Colts From Foxhole

Warner Bros.' cameraman Arthur Edeson did some foxhole squatting recently, but he was shooting colts, not bullets.

The veteran camera jockey nestled in a tight-fitting dust-filled hole. On either side and above him horses' hooves flashed by with terrifying nearness.

The scene was for the new Warner Bros.' film, "Stallion Road," the Ronald Reagan-Alexis Smith-Zachary Scott starrer coming to the Strand Theatre on Friday. Co-stars Ronald Reagan and Alexis Smith, with Peggy Knudsen, a featured player and 20 other actors, were mounted on horses for the sequence. Director James V. Kern had instructed the actors to ride straight for the camera then swerve around it or jump the horses over it.

An Exciting Scene

Sprawled behind the camera Edeson hugged the ground as the horses rushed by. In fact he seemed to melt into the dirt as the iron clad hooves beat a menacing rhythm.

Eventually director Kern shouted "cut" and the horses slowed down to a walk. A cloud of dust settled to the ground as Edeson poked his head out of his hiding place then scrambled out of the foxhole.

"I thought you were going to make that one scene the whole picture the way you let it go on and on," said the cameraman icily to Kern as he brushed the dust from his clothes.

"It will make an exciting scene in the picture," replied Kern.

"Well," answered Edeson, "the next time you get an 'exciting' idea like that one, you film it and I'll direct it!"

No Dressing Up For Reagan In His First Post-War Movie

Ronald Reagan has never outgrown his dislike of dressing up, and several years in uniform didn't lessen his dislike.

His chief unhappiness in motion pictures has been that more often than not he has had to wear what he calls, "that dapper look," and often has had to don white tie and tails.

Now he has a role both to his liking dramatically and sartorially. As a veterinarian in his first post-war Warner Bros.' film he wears nothing but old dungarees, comfortable well-worn boots and sport shirts. Reagan, who shares star billing with Alexis Smith and Zachary Scott in "Stallion Road," now at the Strand Theatre, goes through the film tieless except for one scene, and then he compromises with a handkerchief cowboy type of cravat.

Ronald Reagan Honored By American Veterans' Committee For Contributions To Democracy

The American Veterans' Committee, Los Angeles chapter 24, recently presented Ronald Reagan, with the Meritorious Community Service Award.

Committee chairman Thomas M. Southern made the presentation to the actor on the set of the new Warner Bros.' film, "Stallion Road." It was awarded to him for outstanding contributions on the home front in continuing democracy in America, working towards a lasting peace, and furthering understanding between all nations and races of the world. Reagan is co-starred with Alexis Smith and Zachary Scott in "Stallion Road," at the Strand Theatre.

Thirteen similar awards were also bestowed on the following Los Angeles citizens: Frank Sinatra, Helen Gahagan Douglas, Carleton F. Morse, Lena Horne, Al Jarvis, Leon H. Washington, Raymond G. Booth, Rev. Clayton Russle, Lawrence C. Miller, Charlotta A. Bass, Robert E. G. Harris, Fay Allen and Carrie MacWilliams.

Curious Casting Quirk Occurred In New Warners' Film

One of Hollywood's most curious quirks of casting has occured in Warner Bros. "Stallion Road," the Ronald Reagan-Alexis Smith - Zachary Scott starrer, coming to the Strand Theatre on Friday.

Reagan, who is seen as the veterinarian, learned to ride horseback the hard way—as a reserve officer in the cavalry. He is good and had every opportunity to display his ability in the film.

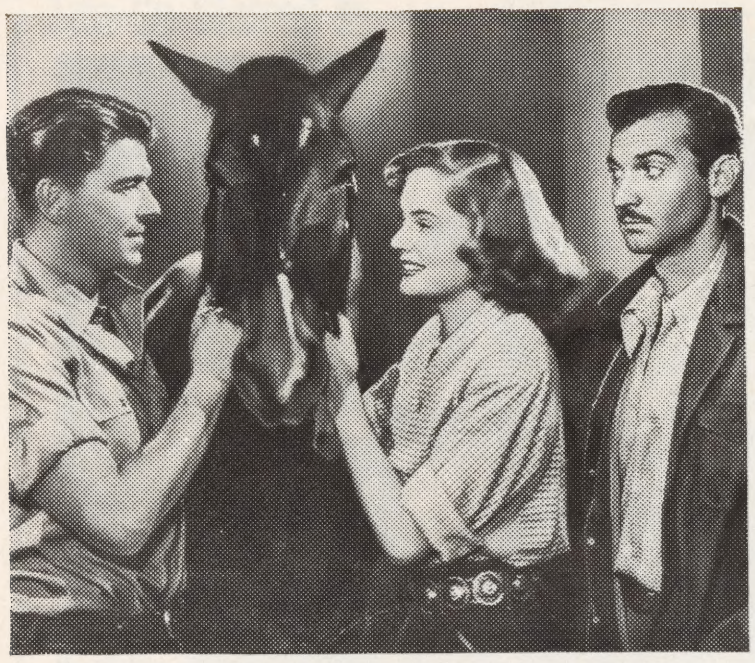
On the other hand, Scott, who was born and raised on a Texas ranch, is cast as an awkward-riding city feller. His grandfather had 25 grandchildren and made a habit of giving each of them a horse of their own—if they'd break it themselves and they usually did.

With that background, Scott rode a gentle old mare for the Stephen Longstreet story and was even required to fall off her on two occasions—all for the sake of the script.

Still No. 664-537

ALEXIS SMITH AND RONALD REAGAN are co-starred with Zachary Scott in Warners' new film at the Strand. Supporting the stellar trio in "Stallion Road," are Peggy Knudsen and Patti Brady.

MAT NO. 1G



Still No. 66:-64

THE STELLAR TRIO OF "STALLION ROAD," are Ronald Reagan, Alexis Smith and Zachary Scott. They are pictured in a scene with one of the prize mares seen in Warner Bros.' new drama at the Strand Theatre. The film was produced with the cooperation of the American Humane Association.

MAT NO. 2B

Nearsighted Knudsen Gropes With 20-20

The scene was a pasture adjoining a rambling ranch house in Hidden Valley, forty miles north of Hollywood.

Working in the sequence was Peggy Knudsen, featured Warner player and Zachary Scott who is co-starred with Ronald Reagan and Alexis Smith in Warner Bros.' filmization of Stephen Longstreet's best selling novel, "Stallion Road," now at the Strand Theatre.

According to the script Peggy was to drive her car up the road bordering the pasture, come to an abrupt halt, climb out of the car, and walk over to where Zachary stood before they began their dialogue.

Tries Scene Thrice

It was simple enough. But for Peggy, who is so nearsighted that she can't see a battleship at close range, it was murder.

On the first try she over-shot the mark completely and drove right on out of the scene. On the second try she stopped the car correctly, but missed seeing a slight rut in the path which sent her sprawling at Zachary's feet.

On the third attempt she finally got to Zachary where he stood watching Alexis Smith taking a horse over the jumps on the other side of the pasture.

"Who is the girl riding that black mare over the jumps," asked Peggy in her first line of dialogue.

Scott turns to her and replies, "Oh. Twenty twenty vision, eh?"

Director James Kern shouts "Cut" and okays the scene for printing.

Peggy sighs gratefully and gropes her way back to her set chair muttering, "Twenty twenty vision is right—twenty inches is my limit with both eyes."

Beady-Eyed Gopher Steals Scene Then Steals Away Quickly

Everybody wants to 'get in the act'—even gophers.

Ronald Reagan, Alexis Smith and Zachary Scott, stars of Warner Bros.' film "Stallion Road," coming to the Strand Theatre on Friday, were before the cameras on location at the R. M. Griffith ranch in Hidden Valley.

Suddenly a beady eyed gopher popped out of his tunnel and into camera range. Surprised by the unexpected entrance they forgot their lines and ruined the "take."

"Cut" shouted director Jimmy Kern and walked over to the fast disappearing rodent. "That's not the way to break into pictures," advised Kern, "You have to come through casting first."

Still No. R. R. 79

RONALD REAGAN

MAT NO. 1D

Reagan On Holiday Ridden By Cast For Riding Alone

Ronald Reagan, co-starred with Alexis Smith and Zachary Scott in Warners' "Stallion Road," currently at the Strand Theatre, took a ribbing from some of his fellow players because of a stubborn mare.

Reagan had been riding and jumping a prize show ring horse all through the filming of the Warner Bros. production.

He took a post man's holiday and entered the jumper in the Northridge Horse Show, but when the hurdles were set up in the ring the horse had other ideas and Ronnie went over the jumps alone until he was disqualified.

Now, co-stars Alexis Smith and Zachary Scott are blaming the fiasco on Ronnie—not the balky mare.

Conquers Worst Fears Of Her Life For Role

Peggy Knudsen, who is featured in the new Warner Bros.' Ronald Reagan-Alexis Smith-Zachary Scott starrer, "Stallion Road," currently at the Strand, was once bitten by a dog.

Although she is still frightened of all canines, in almost every one of her scenes in "Stallion Road," she appears with a giant English sheep dog.

Star Of Silent Days Sympathizes With Warner Bros.' Star

Alexis Smith who is co-starred with Ronald Reagan and Zachary Scott in Warners' "Stallion Road," coming to the Strand Theatre on Friday, received sympathy from an unexpected source during the filming of the picture.

The blonde Warner Bros. star was before the cameras with Ronald Reagan and an all white, full-blooded Arabian horse. As the stars worked a bystander commented, "I know what a chore Alexis has—playing a scene with a horse in it. Those critters are the worst kind of scene stealers."

And the bystander knew whereof she spoke since she was Pauline Stark, Tom Mix's leading lady in the early days of flickers.

Thread Tricks Good Jumping Foal Who's Fooled And Fouled

"She does it every time," groaned director James V. Kern as a beautiful black horse sailed gracefully over a jump.

The mare jumped for a scene in Warner Bros.' "Stallion Road," the Ronald Reagan - Alexis Smith - Zachary Scott starrer at the Strand Theatre, and instead of clearing the hurdle, she was supposed to knock off the top bar.

"But she just sails right on over," complained Director Kern. "We can't raise the bar any higher, and Reagan can't pull her down."

Ronald Reagan, in the saddle, rode his excited mount out of camera range in preparation for another try. Extra players acting as spectators in the scene were wilting in the hot sun. Technicians switched on the triple set of cameras being used to record the scene.

Kern called "action," and the star and mount took off like a runaway train. Thundering up to the barrier the mare lifted itself over the rail with inches to spare.

Horse Too Proud

"Cut" said Kern disgustedly. "That horse is just too proud to make a bad jump. We'll have to trick her."

A black thread was tied around the bar. The loose end was handed to a player standing nearby with instructions to pull the thread so that the bar would drop.

Kern started the scene again. Just as the horse sailed over the hurdle, the player yanked the thread and the bar fell to the ground.

"Print it!" That's perfect!" exclaimed Kern.

In the distance, the horse pawed the earth and snorted furiously in what seemed like an attempt to say: "By golly, I've been fouled!"

Reagan, At Death's Door In Film, Is Tickled By Makeup

Ronald Reagan was supposed to be at death's door. He was in bed, pale and weak, and his breathing was almost imperceptible. He couldn't move. His eyes were glazed.

Alexis Smith bent over the stricken Reagan and there were tears in her eyes. Director James Kern said "Let's make it." A makeup man sprayed Reagan's face with a tiny atomizer.

It was for a scene in Warner Bros.' "Stallion Road" in which they are co-starred with Zachary Scott, at the Strand Theatre and Reagan was dying from the dreaded anthrax while Alexis stood by, waiting for a serum. The makeup man finished his job and Reagan lay gasping, his face covered with beaded drops of perspiration.

"Action," called Kern softly, and the camera began to roll.

Reagan spoke faintly. "Rory," he mumbled "I, I - - YAAHH!!" Clawing at his face, he leaped out of bed.

"I can't stand that stuff on my face!" he protested. "It drives me nuts, it tickles so!"

Director Kern gazed sadly at Reagan as his star scrubbed at his cheeks with a fuzzy towel. "And to think I could have been a salesman!" he said.

Still No. LEX 911

LOVELY ALEXIS SMITH is co-starred with Ronald Reagan and Zachary Scott in Warners' new drama "Stallion Road," currently at the Strand Theatre.

MAT NO. 1E

Star Doesn't Like Acting In A Closeup With An Annoyed Bull

Ronald Reagan was before the Warner Bros. cameras for a scene in Warners' "Stallion Road," in which he is co-starred with Alexis Smith and Zachary Scott at the Strand Theatre.

In the role of a veterinarian, Reagan, with the help of a cowhand, was inspecting a bull for the dreaded animal disease anthrax. The action called for a closeup of Reagan and the bull as the actor examined his eyes and nose.

"But if you're shooting a closeup," queried Reagan, "how are you going to make the bull look sick?"

"Don't worry," replied director James Kern. "After four or five takes the bull may not look sick, but he'll look plenty annoyed."

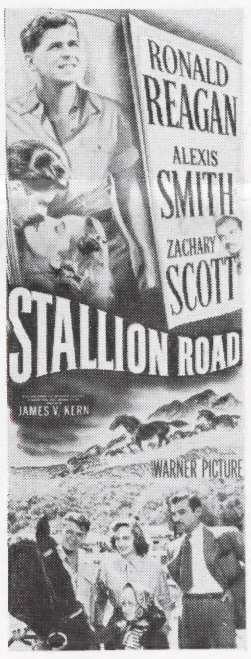
"Yeah," answered Reagan, "and if that bull looks 'plenty annoyed' you're going to be shooting a close up of him—I won't be around!"

ACCESSORIES

9" x 12" COLORED HERALD

SLIDE

COLORED 22 x 28's

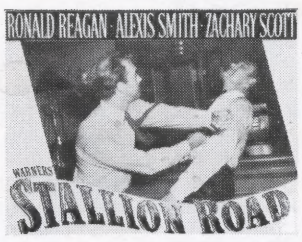


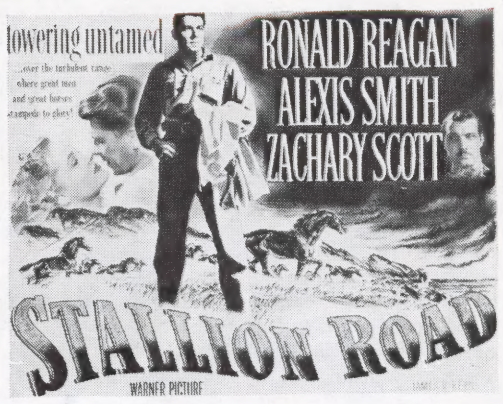
INSERT CARD

COLORED

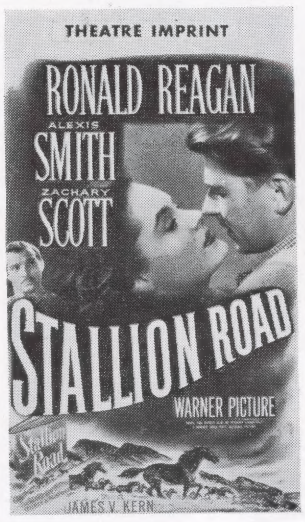
11 x 14's

Set of 8





2 WINDOW CARDS



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